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Will H. Tracy Esq.

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Fairview Farm Seed Co.  
SIDELL, ILLINOIS



### H. J. SCONCE

American Breeders Association  
International Live Stock Association  
Illinois Corn Growers Association  
Sec'y and Treas. Illinois Seed Corn Breeders Association  
Sec'y Advisory Board to the Illinois  
Experimental Stations



# **Fairview Farm Seed Co.**

## **SIDELL, ILLINOIS**

**1913**

**H. J. SCONCE**

American Breeders Association

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*Walt H. Tracy*

**I**N presenting this booklet to our customers, we feel as if we should give our agricultural friends the benefit of our experience in producing high-grade corn, and to illustrate our methods we have used a number of farm scenes, demonstrating a number of well-established facts that have been found to be successful on Fairview Farm, and we trust that they will be both interesting and instructive.

**The production of high-grade marketable corn is becoming more and more of a science, and to obtain the best results requires a great amount of study and proper farm management.**

From the time the corn is selected for seed from the stalk in the field, or from the crib in the spring, or purchased from a reputable seedsman, from the time of husking and delivering to the elevator, there is every opportunity to exercise good judgment in making each field produce the maximum amount of marketable corn.

The soil conditions of the different fields, with the varying amounts of plant food, is a problem in itself. This, coupled with the crop rotation that should be used to maintain the fertility of the soil, the insect and weed question of the previous years and the best methods of eradication, to say nothing of the weather conditions during the planting and growing season, makes a problem so complex that it is a wise farmer indeed who can get all out of his fields that is possible.

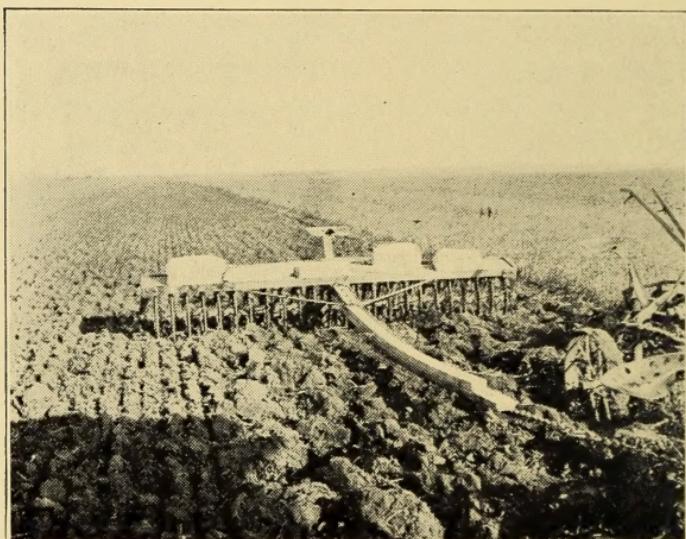
**The conservation of moisture is one of the most important features of crop production, and the one most neglected.**

There is a certain physical condition of the soil that exists at certain times of the year, both fall and spring, that if plowed at the proper time will produce better crops than at any other time, and only a thorough study of the soil and soil conditions will enable one to determine this optimum period.

If plowed at the right time but not properly pre-

pared after plowing, all the good of plowing at the right time is lost, as the freshly plowed ground should be carefully noticed and carefully prepared at once in order to conserve the moisture that will insure perfect and uniform germination.

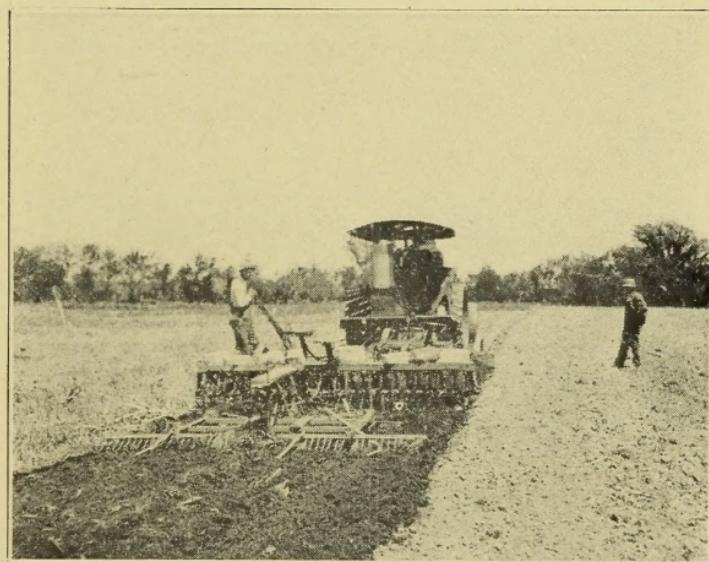
The average farmer will plow his ground early, without harrowing or pulverising it after being plowed. It lies in this condition from a few days to several weeks as the case may be, the moisture all the while being evaporated by the action of the wind and sun, and when planting time comes the disc harrow is put on this dry, hard, cloddy field, then the harrow, the drag or float, and then the roller, and an attempt made to make a seed bed from a gravel pile so to speak.



Before and after using Sub-Surface Packer

The seed that has been purchased from a seedman who has taken perfect care of it, and has guaranteed a 90% germination, is then planted, and because the farmer does not get a good stand of corn, the seedman is severely criticised and declared to be a hold up and a fakir. His reputation as a reliable dealer is then questionable, due to the fact that this farmer failed to do as he should, and conserve the moisture in the soil at the time of plowing.

The seed if planted in a thoroughly prepared seed bed would have given a perfect stand, as the soil particles would have been fine enough to hold the moisture and rapid germination would have been the result, whereas in the case of the poorly-prepared soil, the seed had nothing but a dry, hard pile of polished clods, that contained no moisture at all, and the seed laid in this condition, undergoing the ravages of the insects, mice, and birds till the first rain, which gave an uneven stand with many hills missing, resulting in an unsatisfactory yield, and a dissatisfied customer.



Preparation of ground during spring plowing on Fairview Farm

From the preceding illustration it will be noticed that we plow, sub-pack, and pulverize the ground at one operation in the spring, and in the fall drop off the pulverizer, but use it with the disc harrow on fall plowing in the spring.

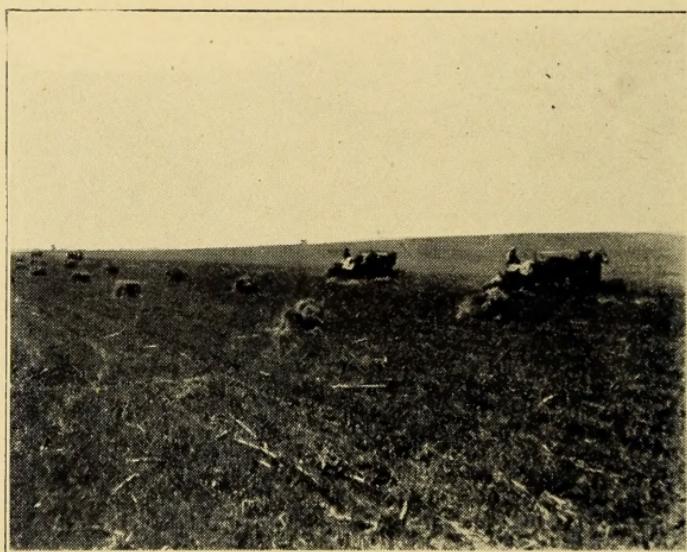
**We operate mostly with gas tractors as will be seen but the same soil conditions may be had with horse-power by proper farm management, and the correct idea of moisture conservation.**

If you will be as careful in the preparation of your ground for your crop as the seedsman has been in preparing the seed for your use, you will in every instance be pleased with the results of your efforts.

Our Seed-Corn is produced under as good conditions as it is possible to be had by using improved machinery, scientific methods, crop rotation with necessary applications of plant food, in the form of ground lime-stone and raw rock phosphate, with a fair understanding of farm management.

**We produce all the seed-corn on Fairview Farm that we sell.**

As soon as our stock is exhausted the late orders are returned without filling, and in the years that



One of the Fields that Grew the 1913 Crop of Seed Corn

we have been in business, not once have we been able to supply the demand.

The quality of our seed-corn this year is superior to anything we have ever seen and is due to the fact that our methods of producing, selecting and drying are more advanced, therefore we feel that we will be able to please the most critical.

Referring to the accompanying illustrations showing the results of breeding by selection for influencing the height of the ears on the stalk, it will be seen that there has been wrought a great change.

This corn was selected eight years ago for this experiment by selecting the ears that were the same height from the ground, and two plots established

the following year, by planting the extreme high ears in one plot and the extreme low ears in the other.

**During the past years the average difference as well as the extreme difference has been growing till this year the average difference was 5 feet  $9\frac{1}{2}$  inches with the extreme difference 12 feet 1 inch.**

In influencing the height of the ears on the stalk we have also brought about a wonderful change in



Low Ear Corn.

the maturity of the two plots, for while the low corn has been gradually becoming an earlier maturing variety, the high corn is at present twelve days later, and the yield is not so good as in the low corn.

This is only one instance of the influence we can have on the physical characters of corn by scientific

breeding, as we have been working on many other characters that go to make up perfect ears and maximum yields.

We adopt different methods to get different results and while we maintain the ear to the row breeding grounds for the different varieties, we each year make our most successful crosses by hand pollination.



High Ear Corn.

At present we are engaged in an extensive experiment on Hybridization envolving twelve different varieties of pure bred corn, and have had wonderful results, but as we never base our calculations on one year of experimentation, it will be at least two years before we are able to offer pure hybrids for sale, that we can absolutely guarantee as super-

ior to any pure bred variety existing at present time, for yielding qualities.

**Our seed corn was selected from the field in the early fall, as has been our practice in the past years, but new methods were adopted as to storing which have been found to be very successful.**

Commencing with the last week of September and continuing through the month of October the men with sacks thrown across their shoulder, made a thorough search of all the early fields for the finest ears for seed; they were instructed to take only ears that were found on standing stalks, to be well matured and of uniform type, well filled at both ends,



The Outfit Necessary to Husk a Three Acre Breeding Ground.

and, we are therefore enabled to offer our customers a very superior lot of seed. Seed that has the greatest amount of vitality and that will give a rapid and uniform germination, in a properly prepared seed bed.

## TERMS

We believe in giving every customer his money's worth, and our proposition is, that any purchaser may have a reasonable time in which to test his corn that has been shipped to him, and in case it does not

meet with his expectations in every particular and is not satisfactory, he may then repack it, ship it back to us at our expense, and we will gladly refund him the purchase price.

**We do not ship more than one variety in each crate, and will not ship samples for inspection.**

**If you want to see the corn order one bushel, and if it does not please you, then return it at our expense.**

You cannot tell from a hand full of kernels or an ear or two what the corn is like, but you can tell what it is like when you look over a bushel, therefore we would rather have you look at the larger



Husking, Weighing and Counting the Ears of Corn in the Individual Rows of one of our Breeding Plots.

amount, and will be glad to ship you the bushel, and if you return it, will be as good friends as before. It is just a matter of business, to both parties concerned.

While we exercise the greatest care to have our seeds pure, true to type and reliable, we do not give any warranty, expressed or implied, and will in no way be held responsible for the crop.

Our seeds are thoroughly tested for germination at some time during the winter or spring, but each

individual order is not so treated, unless so ordered, in which case a charge of \$1.00 per bushel extra is charged, but after testing seeds for our own personal use, we know the exact percentage of germination of all the seed in the house, and know that the seed that we ship **will grow.**

All orders will be filled as soon as received, and shipment made unless otherwise notified. We will be pleased to hold your order till you are ready to use it, but no orders will be held later than April 1.

**Remittance must accompany each order.**

**FAIRVIEW FARM SEED CO., Sidell, Ill.**



Interior of Seed House,

### **PRICES FOR SEED CORN**

Johnson County White, \$4.00 per bushel.  
Reid Yellow Dent, \$4.00 per bushel.

**On the ear in crates, or shelled in bags.**

**Crates and bags for corn Free.**

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In regard to the shelled corn, will say that there is no difference whatever between the shelled corn and the ear corn, so far as the vitality or yielding power is concerned, as they both come from the same fields and at the same time, stored in the same

way and dried at the same time. The best looking ears are used for shipment in the crates, while the shorter ears are tipped, butted, shelled and graded, ready for the edge drop planter, and it is a fact that the purchaser receives more for his money when he buys the shelled corn after our method of selection than he does in the ear corn.

**The ear corn is weighed in crates at 70 pounds net, while the shelled corn is shipped in bags at 56 pounds net.**



Making Direct Crossing by Hand-Pollination.

### **JOHNSON COUNTY WHITE**

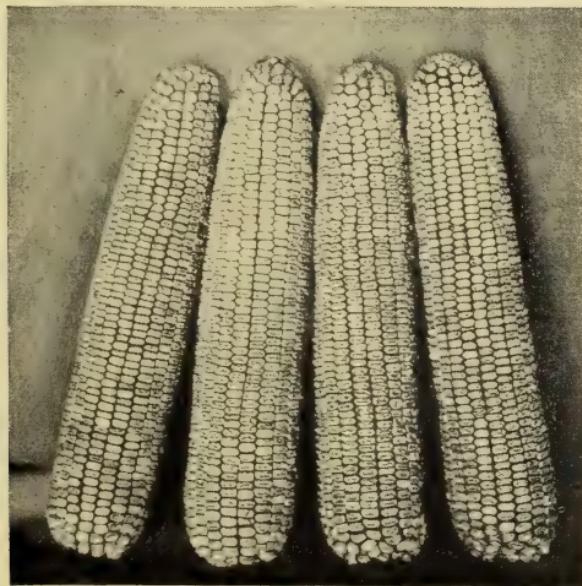
This is the variety of corn that has been winning the championship ribbons over all other varieties at the National Corn Shows. and the yield of this variety is comparable to the winnings in the shows.

**Our breeding ground this year of three acres averaged 102 bushels to the acre with one acre at 106 bushels.**

One row of 187 hills produced 469 lbs. of corn or equal to a yield of 134 bushels to the acre, and 45% of these ears were of the very finest type for seed.

The ears are from 9 to 11½ inches in length, straight rows, ears cylindrical in shape, as you will see from the illustration, 7½ to 8 inches in circumference, with 16 to 20 rows of kernels, that will give 90 per cent of shelled corn.

This corn matures in 120 days and by our method of breeding have decreased the maturity somewhat till we find that our breeding ears are nearly the same maturity as the Reid Yellow Dent, which is classed as 110 day corn.



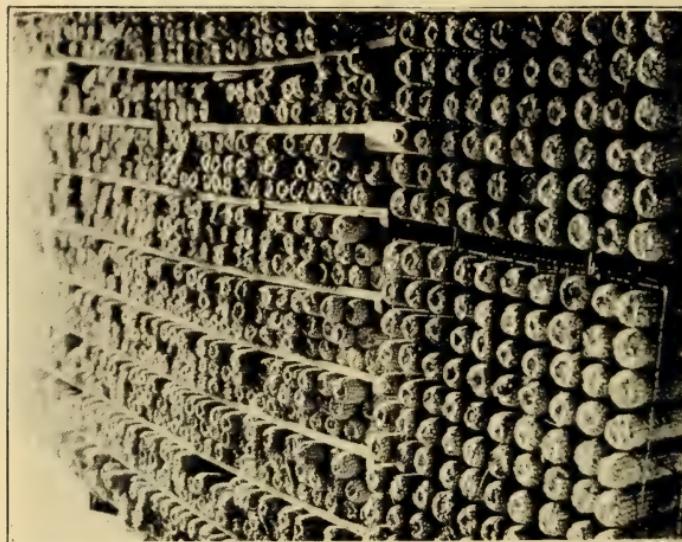
Reid Yellow Dent.

This corn withstands the wind extremely well as it has a well developed root system, with a heavy stalk, and our records show that a very small percentage of this corn has broken stalks.

Our hand pollinated ears that were produced the past two seasons, of this variety, were tested against the twelve pure varieties from other breed-

ers of the state as well as the eleven other hybrids that were produced by crossing these pure bred varieties, and out of sixty-two plots the hand pollinated ears in two plots outyielded every other plot in the experiment.

This shows the results of crossing desirable individuals of this great variety of white corn.



Method of Storing Seed Corn.

### REID YELLOW DENT

This great show corn is so well known that a thorough description is hardly necessary, as it is one of the best known and greatest varieties of corn that was ever developed.

At the National Corn Exposition in Omaha, 1908, we exhibited the Champion Yellow Ear of the world, and the following year at the same exposition we exhibited the ten Champion yellow ears of Illinois. This corn was all grown from our pure bred registered stock, and of the five hundred acres of yellow corn on Fairview Farm the past year every ear is traced back through eight years of pedigreed stock to two individual ears.

This corn is from 9 to 11 inches in length, 7 to 8 inches in circumference with 18 to 20 rows of kernels. It shells from 86 to 90% corn to the cob, and is a medium early corn taking about 110 days to bring it to maturity.

The ears are placed at a uniform height on the stalk, as it has been selected for so many years from the stalk that most of the ears are borne at a uniform height, making it wind resistant and very convenient for husking.

This fact was proven when on December 10, 1912, ten men husked and delivered at the elevator 1520 bushels of Reid Yellow Dent corn, an average of 152 bushels to the man. Three of these men averaged 203 bushels for the day. Frank West husked 212, Ira Molt 201, and Oral Gildersleeve 196 bushels.

This we claim as a worlds' record, and was only possible, because of the fact that the corn was of a heavy yielding variety, easy to husk, all stalks standing erect and the ears placed at the proper height on the stalk.

We have a record of one field of 30 acres on the farm that yielded 105 bushels to the acre, another field of 3 acres at 123 bushels to the acre, and another field this year at 109 bushels, while the majority of the rows of the breeding grounds were from 100 to 117.8 bushels to the acre.

## CLOVER SEED

We have a very fine lot of Medium Red Clover Seed to offer our trade this spring, that was grown on Field No. 3, containing 100 acres, and shown in the picture below.

As will be known, 1911 was a very disastrous season on young clover, consequently very few fields survived the extreme drought of the summer and the severe winter following, but by the use of



Applying Raw Rock Phosphate to our Clover Fields

ground limestone on this field during February before the clover was sown, we were able to bring this field through, and received a heavy yield of fine seed.

The picture shows the heavy growth of clover after the first cutting, and our machines applying the rock phosphate.

We will be pleased to send samples and quote prices on application, and am sure that the seed will please our customers, as it is all of our own production, free from weed seed and thoroughly recleaned.





# Order Sheet to FAIRVIEW FARM SEED CO., SIDELL, ILL.

Date \_\_\_\_\_

Name \_\_\_\_\_

All orders shipped as soon as received unless otherwise directed.

Freight receipts will be mailed you as soon as corn is delivered to the railroad company. This will be your notice that shipment has been made.

No order will be accepted, unless accompanied by remittance.

Post Office \_\_\_\_\_

Shipping Station \_\_\_\_\_

County \_\_\_\_\_

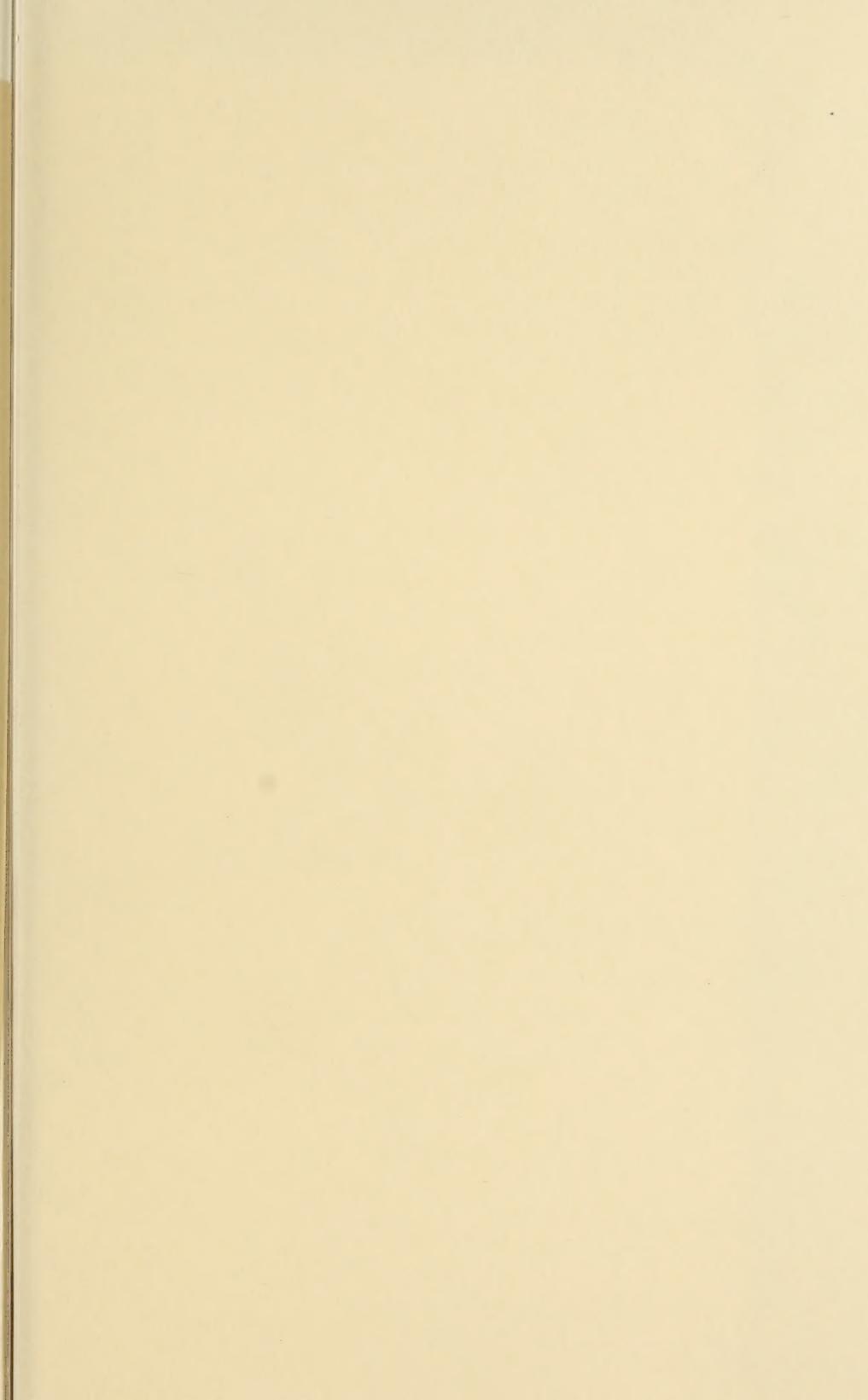
(If different from P. O.)

Ship by { Express \_\_\_\_\_ Freight \_\_\_\_\_ } Give R. R. line upon which you are located.

To be shipped when \_\_\_\_\_

BUSHELS	SHelled OR EAR	NAME OF VARIETY WANTED	AMOUNT
		Reid Yellow Dent	
		Johnson County White	
		Medium Red Clover Seed	
		Our Order No.	Total,





**He that withholdeth corn, the people shall curse him ; but blessings shall be upon the head of him that selleth it.—*Prov. 11:26.***